

## ORDER



**Orders**  
**Order / Rev:** 167858  
**Alt Order #:** 06859839  
**Product Desc:** E PAULSEN 4 CONGRESS  
**Estimate:**  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 10/24/12 / 10/24/12  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-TV**

**Primary AE:** Rachel Chason  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St NW Ste 200  
 Washington, DC 20007-4415

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Paulsen for Congress  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	29	\$14,425.00	\$12,261.25
10/29/12	10/30/12	15	\$8,275.00	\$7,033.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	29	\$14,425.00	\$12,261.25	0.00
November 2012	15	\$8,275.00	\$7,033.75	0.00
<b>Totals</b>	<b>44</b>	<b>\$22,700.00</b>	<b>\$19,295.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	20%	\$22,700.00
Market	100%	\$113,500.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	45%	\$51,075.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	35%	\$39,725.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/28/12	10/28/12	Su Late News	CM	10-1035p	-----S	:30	1	\$1,350.00	2	0.00	NM	1	\$1,300.00
Su 10-1035p															
NEWS @10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/22/12-10/28/12		Su Late News	10-1035p		-----Su	:30		\$1,300.00		0.00	NM		

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/30/12	10/30/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-T-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
		NEWS @10P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,350.00		0.00			
3	M	10/24/12	10/26/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--WTF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
		MORN NEWS 6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$550.00		0.00			
4	M	10/29/12	10/30/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
		MORN NEWS 6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$550.00		0.00			
5	M	10/24/12	10/26/12	M-F GMA M-F GMA	CM	7-9a	--W-F--	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
		GMA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W-F--					2	\$500.00		0.00			
6	M	10/29/12	10/30/12	M-F GMA M-F GMA	CM	7-9a	MT-----	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
		GMA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$500.00		0.00			
7	M	10/24/12	10/26/12	M-F Midday News M-F Midday News	CM	11a-12p	--WTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
		NEWS 11A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$250.00		0.00			
8	M	10/29/12	10/30/12	M-F Midday News M-F Midday News	CM	11a-12p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
		NEWS 11A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$250.00		0.00			
9	M	10/24/12	10/24/12	M-F 3-4p Twin Cities Live	CM	3-4p	--W----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
		TWIN CITIES													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					1	\$175.00		0.00			
10	M	10/29/12	10/29/12	M-F 3-4p Twin Cities Live	CM	3-4p	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
		TWIN CITIES													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$175.00		0.00			
11	M	10/25/12	10/25/12	M-F 4-430p Millionaire	CM	4-430p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		MILLIONAIRE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$250.00		0.00			
12	M	10/29/12	10/30/12	M-F 4-430p Millionaire	CM	4-430p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
		MILLIONAIRE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$250.00		0.00			
13	M	10/24/12	10/26/12	M-F 430-5p News 430p News	CM	430-5p	--WTF--	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
		NEWS 430P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$400.00		0.00			

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13	M	10/24/12	10/26/12	M-F 430-5p News 430p News	CM	430-5p	-- WTF--	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-- WTF--	3		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	M	10/22/12-10/28/12		M-F 430-5p News	430-5p		-- WThF----	:30	\$400.00		0.00	NM			
2	M	10/22/12-10/28/12		M-F 430-5p News	430-5p		-- WThF----	:30	\$400.00		0.00	NM			
3	M	10/22/12-10/28/12		M-F 430-5p News	430-5p		-- WThF----	:30	\$400.00		0.00	NM			
14	M	10/30/12	10/30/12	M-F 430-5p News 430p News	CM	430-5p	-T-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$400.00		0.00						
15	M	10/24/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	-- WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-- WTF--	3		\$700.00		0.00						
16	M	10/30/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$700.00	2	0.00	NM	1	\$700.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$700.00		0.00						
17	M	10/25/12	10/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	---TF--	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$1,100.00		0.00						
18	M	10/30/12	10/30/12	M-F 6-630p M-F 6-630p	CM	6-630p	-T-----	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,100.00		0.00						
19	M	10/25/12	10/25/12	M-F 630-7p M-F 630-7p	CM	630-7p	---T---	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,050.00		0.00						
20	M	10/29/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,050.00		0.00						
21	M	10/27/12	10/27/12	Sa 6-7a Sat 6a News	CM	6-7a	-----S-	:30	1	\$250.00	3	0.00	NM	1	\$250.00
NEWS SAT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$250.00		0.00						
N22	M	10/27/12	10/27/12	SA GMA Sa GMA	CM	7-8a	-----S-	:30	1	\$425.00	3	0.00	NM	0	\$0.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	M	10/22/12-10/28/12		SA GMA	7-8a		-----Sa--	:30	<del>(\$425.00)</del>		0.00	NM			
Credited															
23	M	10/27/12	10/27/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
NEWS SAT 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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23	M	10/27/12	10/27/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
NEWS SAT 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$325.00		0.00			
24	M	10/28/12	10/28/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	1	\$225.00	3	0.00	NM	1	\$225.00
NEWS SUN 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$225.00		0.00			
N25	M	10/28/12	10/28/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$550.00	3	0.00	NM	0	\$0.00
GM SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$550.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/22/12-10/28/12		SU GMA		7-8a	-----Su	:30		<del>(\$550.00)</del>		0.00	NM		
Credited															
26	M	10/28/12	10/28/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$475.00	3	0.00	NM	1	\$475.00
NEWS SUN 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$475.00		0.00			
28	M	10/28/12	10/28/12	Su 9-10a This Week	CM	9-10a	-----S	:30	1	\$450.00	4	0.00	NM	1	\$450.00
NWES 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$450.00		0.00			
29	M	10/24/12	10/26/12	M-F 3-4p Twin Cities Live	CM	3-4p	--WTF--	:30	2	\$225.00	2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					2	\$225.00		0.00			
N30	M	10/26/12	10/26/12	M-F 1102p News thru 1102p M-F 1102p News	CM	1102-1132p	----F--	:30	1	\$400.00	2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$400.00		0.00			
N31	M	10/29/12	10/29/12	M-F 1102p News thru 1102p M-F 1102p News	CM	1102-1132p	M-----	:30	1	\$400.00	2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
N32	M	10/28/12	10/28/12	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----S	:30	1	\$175.00	3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$175.00		0.00			
													Totals	44	\$22,700.00